

Rutherford County Tourism Development Authority
Board Meeting

Call to Order: 12:04

Members Present: Amy Bridges, Barbara Meliski, Dave Long, Diane Barrett, Richard Lundy, Ruthie Hanson, Willard Whitson

Members Absent: Lynn Brown

Ex-Officos Present: Paula Roach, Eddie Holland

Ex-Officos Absent: -

Others Present: Don Cason, Karen Tegen, Taylor Hardin, Media (1), Michelle Yelton

Public Comments: ---

Agenda(changes if necessary):

Approval: 1st: Diane
 2nd: Barbara

Motion Passed.

Prior Meeting Minutes (changes if necessary):

Approval: 1st: Diane
 2nd: Dave

Motion Passed.

Finance Report:

- 2.66 increase over last year
- Continued growth
- 5%-6% occupancy tax increase
- Financial document shows summary of one month of activity. 16-17 is our actuals and how we ended the year. The 17-18 budget is our plan. The 17-18 RFF is one month of activity. Next board meeting will have projections laid out.

Approval: 1st: Willard Whitson
 2nd: Barbara Meliski

Motion Passed.

Don Cason – Tourism Strategic Plan

- September 14th is the date to go over preliminary findings

Executive Director Report:

- Thermal Belt Rail Trail-on committee and marketing committee

Welcome Center Update:

- Attendance is down due to a rainy month. Continuing to monitor and keep an eye on trends
- Survey updates-getting good data from visitors.

Marketing Update:

- McConnell Group spent time with Amy preparing for national media conference.
- Fam Tour for Dirty Dancing: Forbes, allegiant air, 5 national travelers – in combination 1.2 million press hits

* Coverage on SM from 2 already

- Gearing up to work on fall color campaign
- Continue to improve website
- Concentrated on family fun and golf month
- Amy: Attended VisitNC media conference, travel media showcase conference resulting in National/Regional contacts and potential coverage.

Committee Reports

Marketing:

- Working on vacation guide and working with the welcome center to help update information
- Advertisement opportunities within website and vacation guide
- Listened to a website presentation on advertising
- Reviewed 17-18 Marketing Plan

TAF:

- As of July 1 McConnell is only doing pro bono work for TAF
- Traffic has been busy on website since raffle unveiling
- Plans being discussed for continuing to build the trail

Finance:

- No meeting but STR helper training beginning

Grant:

- Working on application
- Committee to make a recommendation to the board at the next meeting on a way to split the money

Information:

- Discussion about the mobile unit. \$7500
 - Karen needs to get more interior picture

Motion to relist the mobile unit at the \$7,500 figure

Diane

Barbara

WEG

- Purpose of committee is to promote and enhance Rutherford County's benefit of WEG
- Discussed ways to get community involved

Executive:

- Three meetings
 - Working with commissioners providing them with information needed for occupancy tax increase vote
 - Intend for funds to go towards implementing the Strategic Plan
 - Committee Updates

Announcements:

- None

Motion to enter Closed Session. GS 143.318.11 (Attorney-Client)

1st: Barbara Meliski

2nd: Diane Barrett

Motion Passed.

2nd: Dave Long

Motion Passed.

Motion to end Closed Session

1st: Barbara Meliski

2nd: Diane Barrett

Motion Passed.

Motion to resume regular session

1st: Barbara Meliski

2nd: Amy Bridges

No action taken is closed session.

Meeting Adjourned:

1st: Barbara Meliski

2nd: Dave Long

Motion Passed.

Meeting adjourned 1:44 pm

Next meeting October 5th 2017 at 12 noon in the Woodrow Jones Building